

# Village Daily

Vol. I. No. 1

CARMEL-BY-THE-SEA

Sept. 1, 1933

## "PIRATES OF PENZANCE" TONIGHT!

**WHAT! NO POSTOFFICE!**  
Alarmists Annoying, No End

By Mayor John Catlin

I have been asked by a number of Villagers to protest against what seems to be a campaign against the use of money already allocated to Carmel for the purchase of a site and the erection of a postoffice building.

From the headline over the article in the Herald on the thirtieth, under the signature of W. F. Gleeson, Jr., "Carmel Maintains Tradition, Thumbs Down on New Post Office, \$80,000 Building Too Large," the general public and the authorities in Washington might be woefully misled.

In the first place, the God-saker who expresses such alarm about the \$80,000 building doesn't seem to have made the effort to get any information on the subject over which he shed so many patriotic tears. The proposal of the Government is to expend \$72,000 on the postoffice including the site—the cost of which is approximately \$10,000—leaving \$62,000 for a building, a very modest sum for a growing city the size of Carmel.

No one will deny that traffic congestion on a narrow street makes the location of the present postoffice an unfortunate one. Nor will anyone deny that the rooms, wedged in between high buildings, in a sunless, cheerless place, for those compelled to work in it, are more fitted for a substation in a congested city like Chicago than for a place like Carmel.

There are many of our villagers, young men, stone masons, carpenters, plumbers, truckmen, metal workers, painters, plasterers, standing idly on the streets, or hunting helplessly for a few days' work in a month, who might and do take



**WE DO OUR PART**

**BECHDOLT HEADS  
VILLAGE NRA GROUP**

"My appointment as NRA coordinator for the village of Carmel means that I will do everything possible to make the national program a success locally," said Fred Bechdolt, famous writer of western stories today, when interviewed by a Daily reporter.

"If we all work together I know that the project will go forward, and I intend to have a local committee at work almost immediately," he said.

Assured that the Village Daily would put its services at his complete disposal, Mr. Bechdolt said that he intended to avail himself of the paper's columns.

serious issue with Frank Sheridan's pseudo patriotic statements, men who wonder if it is possible that he can be sincere in his opinion that the country can possibly recover by keeping willing men idle while he waves the flag and incidentally saves a few pennies in taxes.

Some of them even wonder if this loquacious patriot is the same Frank Sheridan who a short year ago was shouting

**SURPRISE IN STORE  
AT FOREST THEATRE**

Tonight a play will be given in the Forest Theatre that will be full of surprises. An all Carmel cast, steamed up by a director that knows just what steam properly distributed can do, will show the town the color, life and music that Gilbert and Sullivan had in mind when they wrote "The Pirates of Penzance."

Its the finale of the Twenty-Fourth summer Festival, and George Marion and Arthur Gunderson, directing the stage and the music respectively, have a show that will not only please the theatre going public, but will be a fitting close to the summer season. Tickets are on sale at the box office and at all Carmel drug stores.

himself hoarse on behalf of John Garner, the father of the famous pork barrel bill, for the presidency. They wonder if the non-resident phrasesmith who constantly assails the Council with demands for more regulation of traffic, with the consequent increase of police and parallel upward flight of taxes (which he, a pilgrim from outside the city, does not have to pay) is the same patrioteer who tells them in effect to wait for better times and they may get a job.

**LET'S PLAY POSTOFFICE!**

The Village Daily welcomes opinions on any civic subject. What are your views? Remember, this is your paper, and we are all interested in what you think. As Voltaire said, more or less, "I may not agree with a word that you say, but I will defend to the death your right to say it."



## THE VILLAGE DAILY

Published every day in the week with the exception of Sunday and Monday at Carmel-by-the-Sea, California, by the

### VILLAGE PRESS

Advertising rates upon application.

The Village Daily is owned solely by Wm. Dave Cooke and Peter O'Crotty. It is hoped that editorials of interest will be written by prominent Villagers daily. It is our intention to make the Daily a clean, lively little paper, and while our own opinions may not necessarily coincide with those of our contributors, we assure them of complete freedom as long as it is within the realm of good taste. We have the presumption to assume that all of you will be kind enough to consider yourselves staff reporters.

Thank you . . . . W. D. C. & P. O'C.

#### A POSTOFFICE EDITORIAL

By John Kenneth Turner

No more asinine suggestion has ever been made by Carmelites than that this city refuse the gift of a postoffice building from President Roosevelt.

During the current twelve months the Administration will spend about eleven billion dollars. The \$80,000 (or \$72,000) allotted for our postoffice will not be a drop in the bucket.

If this money is not used for a postoffice here it will be used for a similar project in some other community that will probably need it less. Or in some other public work that may prove of less value to the country than new postoffices. The effect on the amount of taxes we pay will be exactly nil.

The policy of building rather than renting in the smaller communities was adopted by the Government presumably only after considerable thought. All Federal building projects inaugurated in the present period are an integral part of the Administration's program to aid employment by public works.

The building of a new postoffice here will not pull Carmel out of the depression. But it will afford some relief to unemployed Villagers, and the effect upon business here will be distinctly favorable.

It is admitted that the facilities of the present rented building are already inadequate. The \$72,000 allotted to Carmel is for both site and building, and

no one need fear that the latter will be "too big for Carmel."

Luckily, a local committee will have a say as to the exterior design of our new postoffice. We can therefore hope that the edifice will fit into the environment better than the new postoffice at Monterey, which is almost as unsightly as our Sunset school building.

But if the Administration at Washington gets the idea that we don't want a new postoffice then goodbye to this improvement for another ten years. How any local citizen can prefer that this benefit be given to Kokomo instead of Carmel is beyond comprehension.

#### THE PLACE

To Tea, Converse and  
Enjoy Yourself

RUSSIAN  
TEA ROOM  
Seven Arts Bldg.

Typewriters Repaired  
With Discretion

—at—

—The—

VILLAGE PRESS

## Gossip

John W. Claywell Jr. of the Dolores Pharmacy eloped recently with Mrs. Vida Butler, formerly of Los Angeles. They were married in Reno and will make their home here. Congratulations, John!

The Jim Hoppers returned recently from sojourning in the Yosemite. It is alleged that the w. k. writer climbed considerable mountains, thereby increasing his already w. k. athletic prowess. Congratulations, Jim!

David Alberto went to Monterey recently. Congratulations, Dave!

If a certain w. k. actor doesn't stay away from a certain w. k. business man's wife, we are going to print said actor's alleged name. Congratulations . . . dammit!

## EL FUMIDOR

Pipes . Tobacco  
Good Magazines

R. F. Haller and Son  
Genial Proprietors

## FOR SALE

An Exceptional Buy  
A modern house, 3 bedrooms, 2 baths, full gas equipment. Unfurnished on year's lease, \$4000.

Barnet J. Segal

Ocean Avenue  
Phone 63

## MANGRUM

on

Ocean Avenue  
Cleans Watches  
Very Nicely



## Society

Mr. and Mrs. Gene Peterson are closing their house for the summer. Mr. Peterson is returning to Stanford where he is a law student. A farewell party was given them by friends at the Del Monte Hotel Wednesday night.

Mrs. Gwen Stearns entertained at her home on Lincoln St. last Sunday night. Among those present was Winsor Joselyn.

Among those people who came to Carmel for the summer and decided to stay on are Mrs. Louise Fry and her daughter Sally. They are to make their new home on Lincoln St. Miss Fry will attend Monterey High School.

Miss Esther Kocher, daughter of Dr. Rudolph Kocher, is studying journalism at U. C. L. A.

Mr. H. C. James and his son Ralph left last week for the east. They will visit relatives in Salt Lake. They also plan to visit the world fair.

We appreciate the kindly effort made by a rival gentleman of the Fourth estate to get the editors of the Village Daily cockeyed last night so that the Daily would be a week or so late. Better luck next time, Freddie!

*Town & Country*  
SHOP

### FOR RENT

1 bedroom, redwood cottage, all modern conveniences, 2 blocks from beach. Rent \$30 per month, starting Sept. 18.

**THOBURNS**

Ocean & Dolores

Phone 333

## Sports

Lloyd Weer is a sport.

Sally Fry won the Forest Theatre rehearsal long distance actor razzing contest last night.

Dave Matzke will challenge Rudy Kocher to a yodeling contest after the show.

Fred Buck sold more ads than we did last week. Better luck next time, Freddie!

## Comment

### PRONUNCIAMENTO

Here it is! Carmel's newest. The Village's own medium of discussion, unbiased, unprejudiced, believing in a free press, a free town, and a little free air if its not too hot. It's small only in size, and, after all, that's the way we all started, isn't it?

A Complete Selection of  
**GOOD MEATS**

Handled with Cleanliness

Try

**VINING'S  
MEAT MARKET**

—on—  
Dolores Street

### LAST WEEK!

Of Our Great Anniversary  
Sale

Art Materials  
Stationery — Books  
at

**The SEVEN ARTS**

## Letters

*Retort Courteous to a not too willing creditor who seems to think that the Village Press is plaything.*

Hon. Gentlemen:

Thank you very much for your kind letter regarding our nominal investment, and please allow us at this time to congratulate you upon your very thorough credit investigation department.

Our limited means will confine us to a plant which will be worth a bare \$10,000 to \$15,000 as we are at this time, only publishing a slightly successful monthly magazine of quality, a daily paper of some small distinction, and shortly an out-of-town weekly, and our equipment, other than our job department, will have to exist for the present with only a Model 14 Linotype, a poor quality flatbed press, and a few assorted cases of ill cast type.

Trusting that any orders which we cannot have filled by your competitors will have your prompt cash attention, we remain, with admiration and awe of your excellent credit facilities, which must undoubtedly include references from our so worthy competitors.

**THE VILLAGE PRESS.**

### SPECIALIZES

in

Courtesy

Service

and

**HARDWARE**

**CARMEL  
HARDWARE**

Next to a Well Known  
Printing Plant



Even the Editors  
Eat Here!

Such Ravishing  
Raviolas!  
Enchanting  
Enchiladas!

**TAVERNA DI  
LUCCA**

**TODAY'S BEST BUY**

1930 Fordor De Luxe Town  
Sedan. Actual mileage guaran-  
teed by local owner only 11,850  
miles. Just like new. \$100 will  
handle.

**CARMEL GARAGE**

Phone 272

We are NOT responsible  
for the ad in the Villager  
(adv.)

BUT

We ARE Responsible for  
Selling Very Good Meat

at—

**THE QUALITY  
MEAT SHOP**

Ocean Avenue

This Week-End We are  
Featuring

**College Inn  
Products**

We Suggest You Try Them

**CARMEL  
GROCERY**

**ORA MINGES,**  
Manager

Quality Values Service  
Phone 268

Fine cooking is an art. In  
our own idea that if you try  
us once. . . You will become  
a patron of our art!

**THE  
OLD CHOP HOUSE**  
**STEVE PATTERSON,**  
Proprietor  
Mission Near Ocean

**MARKET  
DEL MAR**

Offer Grocery Service  
That Combines  
Quick Delivery  
And the Utmost in  
Courtesy

**DOLORES STREET**  
Below Post Office  
Phone 964

**ToNite!**

Finale of the Twenty-Fourth Summer Season

**The Forest Theater**

Presents

Under the Musical Direction of  
**ARTHUR GUNDERSON**  
**GEORGE MARION**, Stage Director  
**AN ALL STAR CARMEL CAST**  
Tickets at All Drug Stores  
50c, 75c, \$1.00